1984 INDEX OF ARTICLES

Agency Sales Magazine

ARTICLES BY SUBJECT

AGENCY OPERATION

A Five Step Plan To Help An Agency Improve Its Employee Selection, June, page 18

Agency Selling: The Growth Of A Profession, April, page 4

An Agency View Of A Major Problem With Some Purchasing Agents . . . And How To Solve It, July, page 19

Busch Company Builds Business By Conducting A Major Regional Trade Show, July, page 24

The Credibility Factor - A Key To Success For the Multi-Man Agency, February, page 24

How Agents Can Communicate Effectively With Customers, Prospects And Principals, March, page 11

How To Build Strong And Productive Relationships With Purchasing Agents, July, page 14

How To Find And Get The Lines That Will Make Your Agency Grow, April, page 7

How To Sell To Engineers, William H. Krause, April, page 18 Is Agency Selling For You?, Jack Wichert, June, page 11

It Takes More Than Sales Ability To Make It Selling For An Agency, June, page 21

"Let Me Tell You About My Partner . . .," August, page 18 Planning To Have Your Office In Your Home?, October, page 36 Seasonal Selling: How Agencies Help Make The Holidays Successful, December, page 4

Six Keys To Help You Select the Best Agencies, July, page 23 What Lies Ahead For You, Your Family . . ., Frank M. Butrick. December, page 19

Women Who Sell - More Women Are Selling Than Ever Before, June, page 4

AGENCY PROFILES

15-50: An Agency And An Agency Owner Celebrate, November.

1984 Profile Of The Manufacturers' Sales Agency, November,

The Agency Business: A Family Affair . . ., December, page 20 Agency Selling: The Growth Of A Profession. April, page 4

Agents Talk About Their Use Of The Telephone, October, page 7 Automated Chemical Systems Agents Talk About Their Principal, February, page 33

Here's How Some Agents And Manufacturers Communicate With Each Other And With Customers - Newsletters, March, page 8 How Agencies Are Using The Telephone, October, page 4

How Some Agencies Solved Their Marketing Communications Problems, March, page 4

Paul C. Cramer: An Agency That Keeps Growing By Communicating, March, page 17

Real Estate: A Major Investment For The Manufacturers' Agency, September, page 4

Seasonal Selling: How Agencies Help Make the Holidays Successful, December, page 4

Sonia Messer Company Does It All, January, page 4

Women Who Sell - More Women Are Selling Than Ever Before,

Ziegenbein Associates Celebrates Its 40th Anniversary, July, page 4

THE AGENT/MANUFACTURER RELATIONSHIP

A.C.S. Sets Up Agency Team In Three Months, F. Byrne Stoddard, Jr., February, page 29

Automated Chemical Systems Agents Talk About Their Principal, February, page 33

Busch Company Builds Business By Conducting A Major Regional Trade Show, July, page 24

Contracting With Foreign Manufacturers — Guidelines To Help Your Negotiations, January, page 15

Here's How Some Agents And Manufacturers Communicate With Each Other And With Customers - Newsletters, March.

How To Find And Get The Lines That Will Make Your Agency Grow, April, page 7

How To Turn A Quiz Into A Powerful Training Tool, November,

How To Work Successfully With Manufacturers' Agencies -Getting The Agency Off To A Strong Start, March, page 20

How To Work Successfully With Manufacturers' Agencies -How To Evaluate The First Agency Of The Team, April, page 23 How To Work Successfully With Manufacturers' Agencies - How Martin Controls Evaluated Torriscan, May, page 28

How To Work Successfully With Manufacturers' Agencies -Starting The Agency Network, June, page 24

How To Work Successfully With Manufacturers' Agencies -Interviewing Prospective Agencies, July, page 20

How To Work Successfully With Manufacturers' Agencies -Screening, Interviewing And Selecting . . ., January, page 25

How To Work Successfully With Manufacturers' Agencies -Making The Decision And Negotiating A Solid Contract, February, page 24

Manufacturers Can Grow Their Own Agency Team - Some Guidelines, June, page 13

Paul C. Cramer: An Agency That Keeps Growing By Communicating, March, page 17

Rep Councils: Why They Make It And Why They Don't, September, page 23

Sales Meeting Is "Downhill" For Dynasonics, November, page 9 Selling With Newsletters, August, page 4

There's More Than A Contract In A Strong Agency Relationship — Understanding The Human Dimension, March, page 23

When A Manufacturer Decides To Use Sales Agencies, James J. Gibbons, October, page 25

ARTICLES BY SUBJECT

AUTOS

Enthusiasm For Mobile Phones Accelerates As Businesses Shift Into Cellular Technology, October, page 19

How To Select The Best Car For Your Needs, February, page 8

BUSINESS — GENERAL

An Agency View Of A Major Problem With Some Purchasing Agents . . . And How To Solve It, July, page 19

Busch Company Builds Business By Conducting A Major Regional Trade Show, July, page 24

How Agents Can Communicate Effectively With Customers, Prospects And Principals, March, page 11

How To Build Strong And Productive Relationships With Purchasing Agents, July, page 14

How To Sell To Engineers, William H. Krause, April, page 18
Long Distance Services You Might Want To Investigate, October.

page 24

A

BUSINESS SYSTEMS

Agents Talk About Their Use Of The Telephone, October, page 7
Deregulation: The End Of An Era, October, page 10

Enthusiasm For Mobile Phones Accelerates As Businesses Shift Into Cellular Technology, October, page 19

How Agencies Are Using The Telephone, October, page 4

Long Distance Services You Might Want To Investigate, October, page 24

The Most Misunderstood Sales Tool — The Telephone, Eugene B. Kordahl, October, page 14

COMMUNICATIONS

Deregulation: The End Of An Era, October, page 10

Enthusiasm For Mobile Phones Accelerates As Businesses Shift Into Cellular Technology, October, page 19

Here's How Some Agents And Manufacturers Communicate With Each Other And With Customers — Newsletters, March, page 8

How Agencies Are Using The Telephone, October, page 4

How Agents Can Communicate Effectively With Customers, Prospects And Principals, March, page 11

How Some Agencies Solved Their Marketing Communications Problems, March, page 4

The Most Misunderstood Sales Tool — The Telephone, Eugene B. Kordahl, October, page 14

Paul C. Cramer: An Agency That Keeps Growing by Communicating, March, page 17

Selling With Newsletters, August, page 4

There's More Than A Contract In A Strong Agency Relationship, March, page 23

COMPUTERS

A Practical Guide To Computer Security For The Sales Agency, December, page 32

The Agency View Of Buying, Leasing, Service Bureaus And Computer Security, May, page 10

Buying Your First Computer: Some Warnings, L.J. Kutten, August, page 25

The Computer As A Sales Tool, Craig L. Martin, November, page 20 Computer Contracts: There's Many A Slip Between The Pen And The Lip, Alvin G. Greenwald, May, page 21

Computer Products Update, November, page 24

Computer Security . . . An Interview With John C. O'Mara, December, page 29

Computer Update: An Interview With Allen F. Clough, Computer Aided Systems, Inc., August, page 30

Computer Update: Gordon Gaer Talks About Why Agencies Should Be Computerized, October, page 33

Computer Update: William Webb Presents The Practical Side Of Using Computer Services, William Webb, September, page 27 Computerization Of The Agency — A New Alternative, Mark J. Dollinger, December, page 36

Computerizing The Agency: The Trend Continues, May, page 4
Friendly Users — Agents Look At The Practical Side Of Planning, Installing And Using Computers, May, page 13

Paul C. Cramer: An Agency That Keeps Growing By Communicating, March, page 17

ECONOMY

Sales Costs: Looking At The Picture From Both Sides Of The Desk, October, page 30

EMPLOYER/EMPLOYEE RELATIONS

A Five Step Plan To Help An Agency Improve Its Employee Selection, June, page 18

Six Keys To Help You Select The Best Agencies, July, page 23

FINANCE

Finding A Financial Planner, Irving L. Blackman & Christine M. Benton, August, page 33

Key Man Insurance And Buy-Sell Agreements, Melvin H. Daskal, M.B.A., C.P.A., July, page 9

Real Estate Investments And The Sales Agent, Melvin H. Daskal, M.B.A., C.P.A., September, page 13

Real Estate: The Investment For The 80's, Michael T. LeCornec, C.F.P., September, page 21

Self Employed Retirement Plans And Individual Retirement Accounts, George D. Webster, April, page 26

Standard Chart Of Accounts Designed For Manufacturers' Agents, December, page 10

Unreimbursed Business Expenses And Independent Contractors, Melvin H. Daskal, M.B.A., C.P.A., May, page 31

Use Of The Commission Dollar — 1984 Survey Of Sales Agency Annual Expenses, December, page 8

INSURANCE

Key Man Insurance And Buy-Sell Agreements, Melvin H. Daskal, M.B.A., C.P.A., July, page 9

ARTICLES BY SUBJECT

INTERNATIONAL TRADE

Are You Ready To Handle Foreign Lines?, January, page 8 International Trade — The Promise And The Problem For Agents And Manufacturers, January, page 11

Sonia Messer Company Does It All, January, page 4

There's Good Business In Foreign Products And Foreign Lands. George Black, April, page 14

LEGAL MATTERS

Computer Contracts: There's Many A Slip Between The Pen And The Lip, Alvin G. Greenwald, May, page 21

Contracting With Foreign Manufacturers — Guidelines To Help Your Negotiations, January, page 15

Disparagement (Think Don't Self-Destruct) - A Letter Of Caution From Attorney Alvin Greenwald, June, page 27

How To Work Successfully With Manufacturers' Agencies -Making The Decision, Negotiating The Contract, February, page 24 The Practical And Tax Consideration Of Mergers, George D. Webster, August, page 12

There's More Than A Contract In A Strong Agency Relationship — Understanding The Human Dimension, March, page 23

MARKETING

Busch Company Builds Business By Conducting A Major Regional Trade Show, July, page 24

Here's How Some Agents And Manufacturers Communicate With Each Other And With Their Customers - Newsletters. March, page 8

How Agents Can Communicate Effectively With Customers, Prospects And Principals, March, page 11

How Some Agencies Solved Their Marketing Communications Problems, March, page 4

How To Sell To Engineers, William H. Krause, April, page 18

How To Turn A Quiz Into A Powerful Training Tool, November, page 12

How To Use History As A Sales Tool, November, page 29

Sales Costs: Looking At The Picture From Both Sides Of The Desk, October, page 30

The Credibility Factor - A Key To Success For The Multi-Man Agency, February, page 24

MANUFACTURER PROFILES

A.C.S. Sets Up Agency Team In Three Months, F. Byrne Stoddard, Jr., February, page 29

Automated Chen. al Systems Agents Talk About Their Principal, February, page 33

Here's How Some Agents And Manufacturers Communicate With Each Other And With Their Customers - Newsletters. March, page 8

Sales Meeting Is "Downhill" For Dynasonics, November, page 9 Sonia Messer Company Does It All, January, page 4

SURVEYS

1983 MANA Travel Survey - Survey of Agent Travel Habits, February, page 4

1984 Profile Of The Manufacturers' Sales Agency, November.

Computerizing The Agency — The Trend Continues May. page 4

How Agencies Are Using The Telephone - 1984 Communication Survey, October, page 4

Real Estate: A Major Investment For The Manufacturers' Agency - 1984 Real Estate Survey, September, page 4

Use Of The Commission Dollar - 1984 Survey of Sales Agency Annual Expenses, December, page 8

TAXES

1984 Tax Deadlines For Agents And Manufacturers To Mark On Their Calendars, March, page 36

Key Man Insurance And Buy-Sell Agreements, Melvin H. Daskal. M.B.A., C.P.A., July, page 9

Real Estate Investments And The Sales Agent, Melvin H. Daskal, M.B.A., C.P.A., September, page 13

Self-Employed Retirement Plans And Individual Retirement Accounts, George D. Webster, April, page 26

TaxTips - 1984, Melvin H. Daskal, M.B.A., C.P.A., March, page 25 The Alternative Minimum Tax, Melvin Daskal, M.B.A., C.P.A., January, page 20

The Practical And Tax Consideration Of Mergers, George D. Webster, August, page 12

Unreimbursed Business Expenses And Independent Contractors, Melvin H. Daskal, M.B.A., C.P.A., May, page 31

TRAVEL

1983 MANA Travel Survey, February, page 4 1984 Hotel/Motel Travel Guide, February, page 15

COMING IN APRII

Agency Sales

- It Goes With The Territory an interview with Sam Fisher of Rand McNally on territorial planning.
- Color Them Successful: Consultant Robert Otterbourg reviews agency promotions.
- How to Work With an Advertising Agency. Tips to make the relationship productive and painless.
- An Interview With J. Browning Newman of American Swiss Products.
- How a successful agency became an importer with a national team of sales agencies.
- Plus all the regular Agency Sales features.

ARTICLES BY MONTH

JANUARY

The Sonia Messer Company Does It All . . ., page 4

Are You Ready To Handle Foreign Lines?, page 8

International Trade - The Promise And The Problems For Agents And Manufacturers, page 11

Contracting With Foreign Manufacturers - Some Guidelines,

Southeast Asia - A Promising Market For American Products.

The Alternative Minimum Tax. Melvin H. Daskal, M.B.A., C.P.A., page 20

How To Work Successfully With Manufacturers' Agencies -Screening, Interviewing and Selecting The Agent For The Home Territory, page 25

FEBRUARY

The 1983 MANA Travel Survey, page 4

How To Select The Best Car For Your Needs, page 8

1984 Hotel/Motel Travel Guide, page 15

The Credibility Factor, page 20

How To Work Successfully With Manufacturers' Agencies -Making The Agency Decision And Negotiating A Solid Contract, page 24

A.C.S. Sets Up An Agency Team In Three Months, F. Byrne Stoddard, Jr., page 29

Automated Chemical Systems Agents Talk About Their Principal, page 33

MARCH

How Some Agencies Solved Their Marketing Communications Problems, page 4

Here's How Some Agents And Manufacturers Communicate With Each Other And With Customers - Newsletters, page 8

How Agents Can Communicate Effectively With Customers, Prospects and Principals, page 11

Paul C. Cramer: An Agency That Keeps Growing By Communicating, page 17

How To Work Successfully With Manufacturers' Agencies -Getting The New Agency Off To A Strong Start, page 20

There's More Than A Contract In A Strong Agency Relationship,

TaxTips - 1984, Melvin H. Daskal, M.B.A., C.P.A., page 25 1984 Tax Deadlines For Agents And Manufacturers To Mark On Their Calendars, page 36

APRIL

Agency Selling: The Growth Of A Profession, page 4

How To Find And Get The Lines That Will Make Your Agency Grow, page 7

There's Good Business In Foreign Products And Foreign Lands, George Black, page 14

How To Sell To Engineers, William H. Krause, page 18

How To Work Successfully With Manufacturers' Agencies - How To Evaluate The First Agency Of The Team, page 23

Self-Employed Retirement Plans And Individual Retirement Accounts, George D. Webster, page 26

MAY

Computerizing The Agency: The Trend Continues . . ., page 4 The Agency View Of Buying, Leasing, Service Bureaus And Com-

puter Security, page 10

Friendly Users - Agents Look At The Practical Side Of Planning. Installing, And Using Computers, page 13

Computer Contracts: There's Many A Slip Between The Pen And The Lip, Alvin G. Greenwald, page 21

How To Work Successfully With Manufacturers' Agencies - How Martin Controls Evaluated Torriscan, page 28

Unreimbursed Business Expenses And Independent Contractors. Melvin H. Daskal, M.B.A., C.P.A., page 31

HINE.

Women Who Sell, page 4

Is Agency Selling For You?, Jack Wichert, page 11

Manufacturers Can Grow Their Own Agency Team - Some Guidelines, page 13

A Five Step Plan To Help An Agency Improve Its Employee Selection, page 18

It Takes More Than Sales Ability To Make It Selling For An Agency, page 21

How To Work Successfully With Manufacturers' Agencies -Starting The Agency Network, page 24

Disparagement (Think, Don't Self-Destruct), Alvin Greenwald. page 27

JULY

Ziegenbein Associates Celebrates Its 40th Anniversary, page 4 Key Man Insurance And Buy-Sell Agreements, Melvin H. Daskal, M.B.A., C.P.A., page 9

How To Build Strong And Productive Relationships With Purchasing Agents, page 14

An Agency View Of A Major Problem With Some Purchasing Agents . . . And How To Solve It, page 19

How To Work Successfully With Manufacturers' Agencies -Interviewing Prospective Agencies, page 20

Six Keys To Help You Select The Best Agencies, page 23

Busch Company Builds Business By Conducting A Major Regional Trade Show, page 24

AUGUST

Selling With Newsletters, page 4

The Practical And Tax Considerations Of Mergers, George D. Webster, page 12

"Let Me Tell You About My Partner . . .," page 18

Buying Your First Computer: Some Warnings, L.J. Kutten, page 25 Computer Update: An Interview With Allen F. Clough, Computer Aided Systems, Inc., page 30

Finding A Financial Planner, Irving L. Blackman and Christine M. Benton, page 33

SEPTEMBER

Real Estate: A Major Investment For The Manufacturers' Agency, page 4

Real Estate Investments And The Sales Agent, Melvin H. Daskal, M.B.A., C.P.A., page 13

ARTICLES BY MONTH

Real Estate: The Investment For The 80's, Michael T. LeCornec. C.F.P., page 21

Rep Councils: Why They Make It And Why They Don't, page 23 Computer Undate: William Webb Presents the Practical Side Of Using Computer Service, William Webb, page 27

OCTOBER

How Agencies Are Using The Telephone, page 4

Agents Talk About Their Use Of The Telephone, page 7

Deregulation: The End Of An Era, page 10

The Most Misunderstood Sales Tool - The Telephone, Eugene B. Kordahl, page 11

Enthusiasm For Mobile Phones Accelerates As Businesses Shift Into Cellular Technology, page 19

Long Distance Services You Might Want To Investigate, page 24 When A Manufacturer Decides To Use Sales Agencies, James J. Gibbons, page 25

Sales Costs: Looking At The Picture From Both Sides Of The Desk, page 30

Computer Update: Gordon Gaer Talks About Why An Agency Should Be Computerized, page 33

Planning To Have Your Office In Your Home?, page 36

NOVEMBER

1984 Profile Of The Manufacturers' Sales Agency, page 4

Sales Meeting Is" Downhill" For Dynasonics, page 9 How To Turn A Quiz Into A Powerful Training Tool, page 12 15-50: An Agency And An Agency Owner Celebrate, page 15 The Computer As A Sales Tool, Craig L. Martin, page 20 How To Use History As A Sales Tool, page 29

DECEMBER

Seasonal Selling: How Agencies Help Make The Holidays Successful, page 4

Use Of The Commission Dollar - 1984 Survey Of Sales Agency Annual Expenses, page 8

Standard Chart Of Accounts Designed For Manufacturers' Agents, Melvin H. Daskal, page 10

The Agency Business: A Family Affair, page 13

What Lies Ahead For You, Your Family . . ., page 19

MANA Seminar Attendees Share Experiences, Knowledge And Goals, page 26

Computer Security . . . An Interview With John C. O'Mara, Executive Director Of The Computer Security Institute, page 29

A Practical Guide To Computer Security For The Sales Agency. page 32

20 Questions You Should Ask About Your Computer Security,

Computerization Of The Agency - A New Alternative, Mark J. Dollinger, page 36



